



## **MEMBERS CIRCULAR**

1 August 2018

Ref 032/08/18

Dear Members

### **SEMINAR : THE EVOLUTION IN MERCHANDISE MIX, *Implications for Shopping Malls***

We are pleased to inform members that we shall be continuing with our Education Series 2018 with the abovementioned seminar.

Within the ASEAN region, Malaysia has the 2<sup>nd</sup> highest retail spending per capita after Singapore. However, malls today are no longer for retailing but have evolved to become centres for entertainment, leisure and social interaction. It is timely to take cognizance of global trends and the key implications for Malaysian shopping malls so that we can be relevant for our consumers and shoppers in order to remain successful.

Our **half-day** seminar looks at **THE EVOLUTION IN MERCHANDISE MIX *Implications for Shopping Malls*** and will be held as follows:

Date: Thursday, 6 September 2018  
Time: 9.00 am to 2.00 pm (including lunch)  
Venue: Sime Darby Convention Centre  
1A, Jalan Bukit Kiara, Bukit Kiara  
60000 Kuala Lumpur  
Fees: RM800 per pax for members

Our speaker, Property Economist **Mr David Larkin** is a Director at Cistri who represents Urbis Australia's international business with the goal to shape cities and communities for a better future. His area of expertise covers the retail and mixed used sectors with a reputation for astute analysis and advice that helps clients to identify new opportunities and achieve their development goals. He will share pertinent and significant pointers on the evolving changes relevant for shopping malls.

Please refer to the attachment for further details of the seminar programme.

Interested participants are requested to register with us before the **closing date of Monday, 20 August 2018**. **There will be no cancellation or refunds after your names are registered with us but replacements are acceptable.**

### **Persatuan Pengurusan Kompleks Malaysia (PPK)**

#### **Malaysia Shopping Malls Association**

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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In the meantime, please do not hesitate to contact [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) if you need further details.

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**

A handwritten signature in black ink, appearing to read 'Teo Chiang Kok', with a large, sweeping flourish underneath.

**TAN SRI DATO TEO CHIANG KOK**

President

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 1A, Jalan Bukit Kiara, Bukit Kiara, 60000 Kuala Lumpur

TO: PPK MALAYSIA Email: [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)  
 A 608, 6th Floor, Lobby 2, Block A  
 No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya

We are interested to attend the abovementioned seminar and wish to register the following names:

NAMES	DESIGNATION	OFFICE TEL:	MOBILE NO.	EMAIL ADDRESS:
1.....	.....	.....	.....	.....
2.....	.....	.....	.....	.....

Name of Organisation/ Shopping Centre/Building (for billing purposes):	.....
Billing Address:	..... ..... ..... .....
Name of Contact personnel:	.....
Email of Contact personnel:	.....
Tel. No. of contact personnel:	.....

Yours faithfully

.....  
 Name :  
 Date :  
 Company Stamp:

**NOTE:** There will be no cancellation or refunds after your names are registered with us but replacements are acceptable. **Please register with [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) on or before Monday, 20 August 2018, thank you !**

**SEMINAR : THE EVOLUTION IN MERCHANDISE MIX, *Implications for Shopping Malls***

Thursday, 6 September 2018

Sime Darby Convention Centre, 1A, Jalan Bukit Kiara, Bukit Kiara, 60000 Kuala Lumpur

**PROGRAMME**

8.30 am	Registration and Welcome Coffee
9.00 am	Introductions
9.15 am	<ul style="list-style-type: none"><li>• Global Retail Trends &amp; Best Practices</li><li>• Online Retail Market Penetration</li><li>• Trends in Entertainment</li><li>• Best Practice Examples</li></ul>
10.30 am	Coffee Break
10.45 am	<ul style="list-style-type: none"><li>• Composition of Super-Regional Malls globally</li><li>• Composition of Regional Malls globally by region</li><li>• Sustainable Occupancy Cost Ratios</li> <li>• Analysis of Credit Card Spending – by category and tenant types</li><li>• What does mobile phone data tell us about retail catchments?</li> <li>• Implications for Malls in Malaysia</li></ul>
12.00 noon	Q & A
12.30 pm	Lunch Break End of seminar

*Programme subject to change at the organiser's discretion*